



HAWAII HFMA 2026 ANNUAL CONFERENCE

THE SPIRIT OF ALOHA IN THE REVENUE CYCLE: COMPASSION IN EVERY CONVERSATION



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MEDCAH
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THE ALOHA APPROACH IN THE REVENUE CYCLE

It's grounded in three principles:

COMPASSION/EMPATHY

 Means meeting people where they are – financially and emotionally. Recognizing that a patient might want to pay but may not know how.

COMMUNICATION

- 🌿 Means explaining in plain language what their options are – payment plans, financial assistance, or education on what their insurance covered and didn't.

COMMUNITY

🌿 Means keeping that local connection – when a patient hears a familiar voice, or even just a local tone of understanding, the conversation changes.



ACTION PLAN: BRINGING ALOHA INTO THE REVENUE CYCLE

What Healthcare Organizations Can Do

TRAIN STAFF TO LEAD WITH EMPATHY AND CLEAR COMMUNICATION

- 🌿 Sets the tone for positive outcomes, increasing successful recovery rates.

LEAD YOUR TEAMS WITH ALOHA

- 🌿 This will empower them with confidence and sense of purpose.

USE HUMAN LANGUAGE AND COMPASSION WHEN YOU INTERACT

- 🌿 Speak like a person, not a system.
- 🌿 Builds trust with the patient – an extension of their medical care.

LISTEN TO UNDERSTAND, THEN FIND SOLUTIONS

- 🌿 Understanding reduces resistance, making room to resolve any situation.




SUPPORT STAFF WITH CARE AT EVERY LEVEL

- 🌿 Teams perform better when they are trusted and provided opportunity to grow.

TAKE OWNERSHIP FOR YOUR PERSONAL MINDSET DAILY

- 🌿 Personal attention to what you bring to the team, impacts your environment and the patients you serve.

WHY IT MATTERS:

-  Positive patient experiences
-  Stronger financial outcomes
-  Healthier, more engaged teams




Aloha isn't extra work—it's a lifestyle and a better way to work in harmony.

COLLECTIONS PERFORMANCE

- 🌿 Faster resolution and financial recovery
- 🌿 Fewer escalations and disputes




Empathy reduces resistance

PATIENT SATISFACTION

-  More cooperative billing conversations
-  Fewer complaints and negative feedback
-  Improved trust and brand perception

People pay when they feel respected

STAFF RETENTION

-  Reduced emotional burnout
-  Higher confidence in difficult conversations
-  Stronger engagement and lower turnover

Supported teams stay and perform

ALOHA IS THE FIRST MEDICINE

Make it reflect the same care, respect, and Aloha they experienced during treatment.



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